CONTRACT

WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision	Alt Order #
566484 /	09784336

Product
THOMPSON FOR SENATE

Contract Dates	Estimate #
08/07/12 - 08/14/12	2581

Advertiser	Original Date / Revision
Thompson/R/Senate	08/06/12 / 08/10/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WITI	Trevor Heaton	Washington DC

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

And:

Strategic Media Placement
7669 Staggers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
N 1	6	08/07/12	08/10/12	M-F 530a-6a	530a-6a		:30			NM	4	$1,080.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 4	Rate $270.00						
N 2	6	08/13/12	08/14/12	M-F 530a-6a	530a-6a		:30			NM	2	$270.00
Week:		Start Date 08/13/12	End Date 08/19/12	Weekdays MT-----	Spots/Week 1	Rate $270.00						
Spot 1	Ch 6	Date Range *08/13/12-08/19/12*		Description *M-F 530a-6a*	Start/End Time *530a-6a*	Weekdays MTu--------	Length *:30*		Rate *~~$270.00~~*	Type *NM*		
		See MG 2.2,2.3										
2	6	08/13/12-08/13/12		M-F 430-5a	430-5a	M----------	:30		$200.00	NM		
Ⓗ MG for 2.1 08/13												
3	6	08/13/12-08/13/12		M-F 105a-135a	105a-135a	M----------	:30		$70.00	NM		
Ⓗ MG for 2.1 08/13												
N 3	6	08/13/12	08/14/12	M-F 6a-7a	6a-7a		:30			NM	2	$650.00
Week:		Start Date 08/13/12	End Date 08/19/12	Weekdays MT-----	Spots/Week 2	Rate $325.00						
N 4	6	08/07/12	08/10/12	M-F 6a-7a	6a-7a		:30			NM	4	$1,300.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 4	Rate $325.00						
N 5	6	08/07/12	08/10/12	M-F 7a-8a	7a-8a		:30			NM	3	$1,800.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 3	Rate $600.00						
N 6	6	08/13/12	08/14/12	M-F 7a-8a	7a-8a		:30			NM	2	$1,200.00
Week:		Start Date 08/13/12	End Date 08/19/12	Weekdays MT-----	Spots/Week 2	Rate $600.00						
N 7	6	08/12/12	08/12/12	Su 7a-8a	7a-8a		:30			NM	1	$165.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays ------S	Spots/Week 1	Rate $165.00						
N 8	6	08/12/12	08/12/12	Su 8a-9a	8a-9a		:30			NM	1	$185.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays ------S	Spots/Week 1	Rate $185.00						
N 9	6	08/12/12	08/12/12	FOX News Sunday	9a-10a		:30			NM	1	$200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						

(* Line Transactions: N = New, E = Edited, D = Deleted)

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08/07/12 - 08/14/12	THOMPSON FOR SENA	2581

Advertiser	Original Date / Revision
Thompson/R/Senate	08/06/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays ------S	Spots/Week 1	Rate $200.00						
N 10	6	08/13/12	08/13/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	1	$200.00
Week:		Start Date 08/13/12	End Date 08/19/12	Weekdays M------	Spots/Week 1	Rate $200.00						
N 11	6	08/07/12	08/10/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	4	$800.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 4	Rate $200.00						
N 12	6	08/07/12	08/10/12	M-F 5p-530p	5p-530p		:30			NM	2	$1,000.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 2	Rate $500.00						
N 13	6	08/13/12	08/13/12	M-F 5p-530p	5p-530p		:30			NM	1	$500.00
Week:		Start Date 08/13/12	End Date 08/19/12	Weekdays M------	Spots/Week 1	Rate $500.00						
N 14	6	08/13/12	08/13/12	M-F 530p-6p	530p-6p		:30			NM	1	$465.00
Week:		Start Date 08/13/12	End Date 08/19/12	Weekdays M------	Spots/Week 1	Rate $465.00						
N 15	6	08/07/12	08/10/12	M-F 530p-6p	530p-6p		:30			NM	4	$1,860.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 4	Rate $465.00						
N 16	6	08/07/12	08/10/12	M-F 6p-630p	6p-630p		:30			NM	4	$2,000.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 4	Rate $500.00						
N 17	6	08/13/12	08/13/12	M-F 6p-630p	6p-630p		:30			NM	1	$500.00
Week:		Start Date 08/13/12	End Date 08/19/12	Weekdays M------	Spots/Week 1	Rate $500.00						
N 18	6	08/13/12	08/13/12	M-F 9-930p	9p-930p		:30			NM	1	$900.00
Week:		Start Date 08/13/12	End Date 08/19/12	Weekdays M------	Spots/Week 1	Rate $900.00						
N 19	6	08/07/12	08/10/12	M-F 9-930p	9p-930p		:30			NM	4	$4,500.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 4	Rate $900.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length	Rate	Type			
3	6	*08/06/12-08/12/12*		*M-F 9-930p*	*9p-930p*	-TuWThF----	*:30*	~~*$900.00*~~	*NM*			
See MG 19.5,19.6												
4	6	*08/06/12-08/12/12*		*M-F 9-930p*	*9p-930p*	-TuWThF----	*:30*	~~*$900.00*~~	*NM*			
See MG 19.5,19.6												
5	6	08/09/12-08/10/12		M-F 9-930p	9p-930p	----ThF----	:30	$1,350.00	NM			
Ⓜ MG for 20.3,19.3,19.4												
6	6	08/09/12-08/10/12		M-F 9-930p	9p-930p	----ThF----	:30	$1,350.00	NM			
Ⓜ MG for 20.3,19.3,19.4												
N 20	6	08/07/12	08/10/12	M-Su 930-10p	930-10p		:30			NM	3	$2,700.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 4	Rate $900.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length	Rate	Type			
3	6	*08/06/12-08/12/12*		*M-Su 930-10p*	*930-10p*	-TuWThF----	*:30*	~~*$900.00*~~	*NM*			
See MG 19.5,19.6												
N 21	6	08/13/12	08/13/12	M-F 930-10p	930p-10p		:30			NM	1	$900.00
Week:		Start Date 08/13/12	End Date 08/19/12	Weekdays M------	Spots/Week 1	Rate $900.00						
N 22	6	08/11/12	08/11/12	Sa 10p-1035p	10p-1035p		:30			NM	1	$650.00

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Thompson/R/Senate	08/06/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/06/12	08/12/12	-----S-	1				$650.00			
N 23	6	08/12/12	08/12/12	Su 930p-10p	930p-10p		:30			NM	1	$800.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/06/12	08/12/12	------S	1				$800.00			
N 24	6	08/12/12	08/12/12	Su 10p-1035p	10p-1035p		:30			NM	1	$800.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/06/12	08/12/12	------S	1				$800.00			
N 25	6	08/07/12	08/10/12	M-F 9a-10a	9a-10a		:30			NM	1	$150.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/06/12	08/12/12	-TWTF--	1				$150.00			
N 26	6	08/09/12	08/10/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/06/12	08/12/12	---TF--	1				$300.00			
N 27	6	08/09/12	08/10/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	1	$285.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/06/12	08/12/12	---TF--	1				$285.00			
N 28	6	08/12/12	08/12/12	Su 10a-1030a	10a-1030a		:30			NM	1	$130.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/06/12	08/12/12	------S	1				$130.00			
									Totals		54	$26,290.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/14/12	54	$26,290.00	$22,346.50
Totals	54	$26,290.00	$22,346.50

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☑ FEDERAL CANDIDATE ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:

I, NICHOLAS EVERHART/KEGAN BERAN, a legally being/on behalf of: TOMMY THOMPSON, political qualified candidate of the REPUBLICAN party for the office of: UNITED STATES SENATE in the PRIMARY election to be held on: AUGUST 14, 2012 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Tommy Thompson for Senate, Inc PO Box 2539, Madison, Wisconsin 53701 | 608-620-4848

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

DIANE HENDRICKS

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

2/10/12
Date

Signature

To Be Signed By Station Representative

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Signature

Printed Name

Title

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CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Nick Everhart
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does** ☑ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☑ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

NICK EVERHART
printed name

2/10/12
date

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AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:
(1) actual air time and charges for each spot;

(2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and

(3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

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STRATEGIC MEDIA PLACEMENT INC.
7669 STAGERS LOOP
DELAWARE, OH 43015

Huntington
25-2-440

08/06/2012

PAY TO THE ORDER OF WITI-TV $**21,738.75

Twenty-one thousand seven hundred thirty-eight and 75/100********** DOLL

WITI-TV

AUTHORIZED SIGNATURE

MEMO TOMMY THOMPSON BUY 8/7/12 - 8/14/12

⑈00016605⑈ ⑆044000024⑆ 0189239409 1⑈

STRATEGIC MEDIA PLACEMENT INC.

1

08/06/2012 **WITI-TV**

TOMMY THOMPSON BUY 8/7/12 - 8/14/12 21,738.75

102 Huntington TOMMY THOMPSON BUY 8/7/12 - 8/14/12 21,738.75